EXHIBIT AND SPONSORSHIP PROSPECTUS

NATIONAL EDUCATIONAL SUMMITS FOR NPs AND PAs IN PRIMARY CARE

MEDS West

JULY 31-AUGUST 3, 2019
WYNDHAM SAN DIEGO BAYSIDE
SAN DIEGO, CALIFORNIA
(EXHIBITS: JULY 31-AUGUST 1)

MEDS East

OCTOBER 2-5, 2019
CARIBE ROYALE
ORLANDO, FLORIDA
(EXHIBITS: OCTOBER 2-3)

• Educate and build relationships with NPs and PAs practicing in primary care and internal medicine
• Inform NPs and PAs of the latest pharmacologic and medical device advances for the treatment of patients with metabolic and endocrine disease
• Interact directly with NPs and PAs to identify areas where new therapies could improve patient outcomes

TOPICS INCLUDE: (SUBJECT TO CHANGE)
• Adrenal and Pituitary Disorders
• Diabetes
• Thyroid Disease
• Osteoporosis
• Obesity
• Dyslipidemia
• The Diabetic Kidney

www.MEDSummit-cecme.org
ABOUT MEDS

MEDS is a 3.5 day continuing medical education event for NPs and PAs in primary care practice and internal medicine.

The program is designed to address the critical shortage of primary care physicians and endocrinologists by educating primary care NPs and PAs in the clinical diagnosis and treatment of common metabolic and endocrine diseases such as diabetes, thyroid dysfunction, obesity, and osteoporosis.

BENEFITS OF EXHIBITING AT MEDS

- Each (MEDS West and MEDS East) meeting will provide face-to-face contact with approximately 375 NPs and PAs practicing on the frontlines of primary care, treating patients with metabolic disorders such as diabetes, obesity and dyslipidemia.

- Conference schedule and layout configured to maximize one-on-one contact between attendees and exhibitors.


- Higher ROI for your marketing dollar—much greater than larger association events yield.

- Exhibitor package includes 6’ draped table, two chairs, carpet and wastebasket.

CONFERENCE CHAIR

SCOTT URQUHART, PA-C, DFAAPA
Past President
American Society of Endocrine PAs (ASEPA)
Adjunct Clinical Professor, PA Program
James Madison University
Diabetes and Thyroid Associates
Fredericksburg, VA

CO-CHAIR

CHRISTINE KESSLER, MN, CNS, ANP, BC-ADM, FAANP
Founder
Metabolic Medicine Associates
King George, VA

FACULTY (subject to change. Please check website for updates)

JI HYUN CHUN, MPAS, PA-C, BC-ADM
OptumCare Medical Group
Laguna Niguel, California

DONNA L. JORNSAY, MS, CPNP, CDE, CDTC, BC-ADM
Mills-Peninsula Medical Center Sutter Health
Burlingame, California

DAVIDA KRUGER, MSN, APRN-BC, BC-ADM
Henry Ford Health System
Detroit, MI

ELLEN D. MANDEL, DMH, MPA, PA-C, RD, CDE
Pace University
New York, NY

LUCIA M. NOVAK, MSN, ANP-BC, BC-ADM
Riverside Diabetes Center
Riverdale, MD

RICHARD POPE, MPAS, PA-C, DFAAPA
Quinnipiac University
Hamden, CT

JOYCE ROSS, MSN, RNC, CRNP, CS, FNLA, FPCNA
Accreditation Council for Clinical Lipidology
Past President, National Lipid Association
Philadelphia, PA

CHRIS SADLER, MA, PA-C, CDE
Past President
American Society of Endocrine PAs (ASEPA)
Diabetes and Endocrine Associates
Medical Science Liaison
Janssen Pharmaceutical, Inc
La Jolla, CA

R. MIMI SECOR, DNP, FNP-BC, NCMP, FAANP
President Emerita/ Senior Advisor, NPACE
Lafayette, LA

KIM ZUBER, MS, PA-C, DFAAPA
Executive Director
American Academy of Nephrology PAs
Research Chair
National Kidney Foundation
Oceanside, California
AUDIENCE DEMOGRAPHICS

Types of Degrees held by Clinicians attending MEDS:

- 89% NPs/PAs
- 2% MD/DOs
- 9% Other HCPs

Years since completing advanced degree:

- 2% still in training
- 11 to 15 years: 18%
- 16 to 20 years: 16%
- 6 to 10 years: 26%
- 1 to 5 years: 23%
- 20+ years: 15%

Type of practice:

- 63% Office-Based
- 16% Other
- 14% Hospital-Based
- 7% Government

1.8 million
Visits are made by patients to NPs and PAs for diabetes care each year.

(Source: CDC/NCHS, National Ambulatory Medical Care Survey, 2012-Tables 16&21 (Office Visits Only))

76% of NPs and 67% of PAs
Rank symposia/conferences as a top source of clinical information

(Source: Kantar Media-Sources & Interactions 2017-PA/NP Edition: Tables 104 & 106)
OPTIMIZE YOUR OPPORTUNITY  
TO EDUCATE NPS AND PAS

CME/CE SYMPOSIA & PRODUCT THEATERS
Presenting a sponsored CME/CE symposium or product theater at MEDS offers a convenient, cost-effective vehicle to educate NPs and PAs on the latest pharmacotherapies and medical devices to improve patient care. We provide a turnkey package that allows you to focus solely on presenting compelling, practice-changing content.

BENEFITS OF PRESENTING YOUR SYMPOSIUM/PRODUCT THEATER AT MEDS INCLUDE:

**Strong Attendance, Highly Qualified Audience**
Your content deserves the attention of an engaged audience eager to learn about the latest advances in the treatment of endocrine diseases. MEDS attendees are highly qualified clinicians looking to embrace the latest pharmacotherapies and devices.

All MEDS sponsored symposia/product theaters are scheduled during mealtime—without competing activities—ensuring robust participation levels from these uniquely qualified advanced practice clinicians.

**Multi-Platform Promotion**
Your symposium will benefit from our promotional efforts before and throughout the conference. In addition to handouts and signage onsite, inclusion in eblasts and on our Web site prior to the conference will help drive awareness of your program.

The sooner you reserve, the more exposure your symposium will receive

**Superb Cost Efficiency and High ROI**
At MEDS you will benefit from the high participation level of a mealtime symposium/product theater—without the additional cost of food and beverage. *(Food and beverage costs are covered by registration fees.)* You’ll save on AV too, because your session will take place in the same room as the general sessions, saving you any additional audio/visual charges.

**FEE INCLUDES:**
- Access to all conference attendees
- Use of main conference room, including audiovisual equipment and staff
- Pre-conference and onsite promotion
- List of conference attendees, including name, title, affiliation, and mailing address
- Food & beverage at no additional cost to the grantor/sponsor eliminating Sunshine Act concerns.

**CME/CE SYMPOSIUM FEE:** $49,500
**PRODUCT THEATER FEE:** $49,500 Breakfast/Dinner
**PRODUCT THEATER FEE:** $54,500 Lunch

**TIME SLOTS**

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<tr>
<th>WEST/SAN DIEGO</th>
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**ENDURING MATERIALS – EXTEND THE IMPACT OF YOUR SYMPOSIUM/PRODUCT THEATER LONG BEYOND THE LIVE EVENT**
An integrated package from MEDS offers face-to-face, print, and online opportunities to disseminate your content across multiple channels to maximize its exposure throughout the year.

**DISTRIBUTION CHANNELS INCLUDE**

- *Clinician Reviews*
- *Family Practice News*
- *Internal Medicine News*
- *Clinical Endocrinology News*

See page 6 for more information.

**FORMATS INCLUDE**

**Print supplements**
Available in various sizes, polybagged with, or tipped into the host journal. All content will be posted on the respective journal’s Web site for a full year.

**Webcasts**
A webcast of your session will be posted online for one full year, and exposed to thousands of primary care clinicians.

**eNewsletters**
Deliver your program to primary care clinicians with pre-and post-event eNewsletters.
SPONSORSHIP OPPORTUNITIES
MAXIMIZE YOUR EXPOSURE WITH OUR AUDIENCE OF NPs and PAs

DEMONSTRATION ROOMS
Place your product in the hands of practicing clinicians in a private demonstration room where you can fully and confidentially display its unique qualities.

FOCUS GROUPS
Conducting a focus group at MEDS is a great opportunity to get critical input and feedback on your products and services and to educate key influencers in an intimate setting. Focus group moderator, discussion guide, and post report will be provided.

BANNER OR SKYSCRAPER AD ON E-DAILY
See your banner or skyscraper ad featured on an email blast of daily meeting coverage deployed at the conclusion of each day. The e-blast will be sent to approximately 100,000 clinicians. Meeting coverage content will be created onsite by our editorial staff to include up to the minute conference developments. This is a unique opportunity to connect your product with our exceptional content.

REFRESHMENT SPONSOR
4 Available Per Venue
See your logo showcased for an entire day as the sponsor of that day’s morning and afternoon refreshments.

Your sponsorship will be acknowledged:
• On signage throughout the exhibit hall on the day of your sponsorship
• In a pre-conference email to all attendees
• In addition to handouts and signage onsite, inclusion in eblasts and on our website prior to the conference will help drive awareness
• On paper goods used during AM and PM coffee and snack breaks
• On the event Web site

The sooner you reserve your sponsorship, the more exposure you will receive!

POSTER SESSIONS
Submit your industry-sponsored abstract for display at MEDS poster sessions. Limited space available. First come. First served.

FOR MORE INFORMATION PLEASE CONTACT:

GUY PAWLAK
INTEGRATED SALES
973-206-2328
g.pawlak@globalacademycme.com

WENDY RAUPERS
SALES DIRECTOR
(SYMPOSIA/PRODUCT THEATER)
551-427-7140
wraupers@mdedge.com
CLINICIAN REVIEWS®
Clinician Reviews® is a leading source of peer-reviewed, practical, clinical content that engages PAs and NPs in a collaborative and collegial approach to health care. For 28 years, Clinician Reviews® has kept NPs and PAs in primary care up-to-date on all aspects of clinical practice. Clinician Reviews® is endorsed by the American Society of Endocrine PAs, the Association of Family Practice PAs and NPs, the International Organization of Multiple Sclerosis Nurses, the National Kidney Foundation-Council of Advanced Practitioners, and National Organization for Rare Disorders. The Clinician Reviews® Web site (www.mdedge.com/clinicianreviews) provides a portal to multiple CE/CME offerings, in-depth clinical review articles, and interactive medical quizzes in dermatology, cardiology, and radiology. The App and Digital Edition are an easy-to-access online replica of the monthly print edition.

Clinician Reviews® reaches more than 135,000 PAs and NPs online and in print.

#2 in Total Readers, Average Issue Readers and High Readers (Source: ©Kantar Media, 2017 Physician Assistant/Nurse Practitioner Readership Study)

www.ClinicianReviews.com

WHAT MEDS ATTENDEES SAY

▶ “This summit was hands down THE BEST conference I have been to in my career. Every presenter was so passionate, dynamic and inspirational in their respective areas of expertise. GREAT JOB!”

▶ “This was a fabulous conference. ALL the speakers were excellent and provided information in a manner that was engaging, well documented & researched, and extremely usable. I particularly loved and appreciated the continual patient focus attitude and collegiality of the speakers.”

▶ “Thank you!!!! MEDS has the very best speakers, they know their stuff! No wasted time! I attended every lecture, and learned something at each one. Hands down the best conference to spend my CME money on. Don’t change a thing.”
**APPLICATION & CONTRACT**

**MEDS WEST**
JULY 31-AUGUST 1, 2019
WYNDHAM SAN DIEGO BAYSIDE SAN DIEGO, CA
(EXHIBITS: JULY 31 - AUGUST 1)

**MEDS EAST**
OCTOBER 2-5, 2019
CARIBE ROYALE, ORLANDO, FL
(EXHIBITS: OCTOBER 2-3)

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**IMPORTANT INSTRUCTIONS**

Mail or fax payment to: Metabolic & Endocrine Disease Summit Attn: Guy Pawlak  
Tel: (973) 206-2328  
Fax: (201) 822-6114  
Email: g.pawlak@globalacademycme.com

**I. COMPANY INFORMATION**

<table>
<thead>
<tr>
<th>Contact Name</th>
<th>Company Name</th>
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<th>Title</th>
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<th>State/Province</th>
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Authorized Signature ______________________________________________________________

(Your signature indicates acceptance of the contract terms and conditions.)

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**II. VENUE/DATE CHOICE**

- **MEDS EAST**
- **MEDS WEST**
- **BOTH**

**III. PARTICIPATION LEVEL**

- **Gold** $15,000 per venue
- **Silver** $9,500 per venue
- **Exhibit Only** $3,750 per venue

<table>
<thead>
<tr>
<th>Benefits Available to Sponsors (pricing per event)</th>
<th>Gold</th>
<th>Silver</th>
<th>Exhibit Only</th>
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<tbody>
<tr>
<td>Complimentary Registrants</td>
<td>8</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Additional Registrants</td>
<td>$250</td>
<td>$750</td>
<td>$1,000</td>
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<tr>
<td># of 6' display tables in exhibit area</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Banner ad on MEDS e-daily (3 available per venue)</td>
<td>No charge</td>
<td>$3,950</td>
<td>$5,500</td>
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<tr>
<td>Ad in onsite program book</td>
<td>No charge</td>
<td>No charge</td>
<td>$1,950</td>
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<tr>
<td>Insert distributed in tote bag</td>
<td>No charge</td>
<td>No charge</td>
<td>$1,500</td>
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<tr>
<td>Demonstration Room</td>
<td>$2,500 per day</td>
<td>$2,500 per day</td>
<td>$4,950 per day</td>
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<tr>
<td>Refreshment Break Sponsor (3 available per venue)</td>
<td>No charge</td>
<td>$2,450</td>
<td>$4,950</td>
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<tr>
<td>CME/CE Symposium</td>
<td>$49,500</td>
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<td>Product Theater: During Breakfast or Dinner</td>
<td>$49,500</td>
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<td>Product Theater: During Lunch</td>
<td>$54,500</td>
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<tr>
<td>Enduring materials</td>
<td>Call Wendy Raupers 551-427-7140</td>
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<td>On-site Focus Group (Physician honoraria additional)</td>
<td>$7,500</td>
<td>$10,000</td>
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<tr>
<td>Abstract Submission for MEDS poster sessions</td>
<td>$695</td>
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<tr>
<td>Exclusive Sponsor Opportunities</td>
<td>Gold</td>
<td>Silver</td>
<td>Exhibit Only</td>
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Food and beverage costs are covered by attendee registration fees, eliminating Sunshine Act concerns.

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**IV. PAYMENT INFORMATION**

- **MEDS WEST**
- **MEDS EAST**
- **BOTH**

**IV. PAYMENT INFORMATION**

<table>
<thead>
<tr>
<th>Calculation of total Fee (Insert fees from section II). (Additional registrations will be billed separately.)</th>
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<tbody>
<tr>
<td>Sponsorship Level $____________</td>
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</table>

| Total Fee $____________ |
| Amount Owed $____________ |
| Amount Paid $____________ |

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**V. PAYMENT TERMS**

- 50% of total fee must accompany all contracts submitted before May 2, 2019. The remaining balance of 50% is due June 11, 2019.
- 100% must accompany all contracts submitted after May 2, 2019.

**METHOD OF PAYMENT:**

CREDIT CARD: [ ] AMEX [ ] VISA [ ] MC [ ] CHECK # _____________________________ enclosed. Payable to Global Academy for Medical Education/MEDS 2019. Tax ID #: 27-0893910

Authorized Card Holder ____________________________________________________________  Exp. Date ____________________________

Authorized Signature ______________________________________________________________
1. Eligibility to participate at the 2019 MEDS is determined solely by the producers. Exhibitors and sponsors may not assign, sublicense, or apportion any part of their exhibit space to a third party without the written consent of 2019 MEDS.

2. Exhibitors/sponsors must wear their conference name badge at all times while in the conference and exhibit areas. Name badges may not be reassigned to other persons.

3. Exhibitors/sponsors may attend conference sessions, on a space-available basis, using the seats in the rear row(s) only. Exhibitors/sponsors may not participate in the conference proceedings by speaking, commenting, or asking questions.

4. Exhibitors/sponsors may not hold any educational, informational, or social event for attendees of the 2019 MEDS, except those contracted through 2019 MEDS.

5. 2019 MEDS shall be entitled to terminate this Agreement forthwith, close the exhibit, and remove the exhibitor/sponsor’s property from the exhibit/conference area at any time for failure by the exhibitor/sponsor or any of its officers, agents, employees, or other representative to perform, meet, and/or observe any term, condition, or rules set forth in these terms and conditions and such exhibitor/sponsor shall not be entitled to a refund of any payment.

6. Cancellation and Reduction of Exhibitor/Sponsorship Level and/or Additional Opportunities: Cancellation of this contract or reduction of exhibitor/sponsor level and/or additional opportunities must be in writing. If cancellation or reduction of exhibitor/sponsor level and/or additional opportunities occurs, applicant will be liable for payment on the following schedule:

- If cancellation or reduction occurs up to May 5, 2019, applicant will be liable for 50% of the total fee.
- If cancellation or reduction occurs on or after May 5, 2019, applicant will be liable for 100% of the total fee.

2019 MEDS reserves the right to cancel the event on its own accord in the event of insufficient registration. If this occurs, the only liability 2019 MEDS will have is to refund all exhibitor/sponsor payments received to date.

7. Exhibitor Indemnification: Exhibitors and their agents agree to protect, indemnify, defend, and hold harmless the 2019 MEDS AND Global Academy for Medical Education and their respective employees, partners, and agents against all claims or liability, including but not limited to injuries and damages to persons or property, governmental charges or fines, and attorneys fees arising out of or caused by negligence or wrongful acts of the exhibitor or its agents or employees.

8. Force Majeure: The performance of this agreement by either party is subject to acts of God, war, terrorism, government regulation, disaster, fire, strikes, civil disorder, curtailment of transportation facilities, or other similar cause beyond the control of the parties making it inadvisable, illegal, impractical, or impossible to hold a successful meeting. This contract may be terminated without penalty for any one or more of such reasons by written notice from one party to the other.

9. Acceptance of this application by 2019 MEDS constitutes a contract. Exhibitor/Sponsor agrees to abide by the contract terms and conditions appearing on this form for 2019 MEDS.